Application No. 09/905,255   **Atty Docket: BLFR 1007-1**

In the Specification:

On page 1, immediately following the RELATED APPLICATIONS INFORMATION heading, please replace Paragraph [0001] with the text as shown:

[0001]   This application is a continuation-in-part of the following related applications: Application No. ~~unassigned,~~ 09/888,336, filed 22 June 2001, entitled *A Method and Apparatus for OTB Analysis*, by inventors Robert Dvorak, Richard W. Pasternack, Ronald Samuel Cope and Beth Li-Ju Chen; Application No. 09/766,539, filed 19 January 2001, entitled *Multipurpose Presentation Demand Calendar For Integrated Management Decision Support*, by inventor Robert Dvorak; Application No. 09/760,377, filed 12 January 2001, entitled *Multipurpose Causal Event Calendar For Integrated Management Decision Support*, by inventors Robert Dvorak and Kevin Katari; Application No. 09/755,355, filed 5 January 2001, entitled *Method And Apparatus For Supplying Synthetic Sales Histories*, by inventors Robert Dvorak and Kevin Katari; Application No. 09/755,635, filed 5 January 2001, entitled *Method And Apparatus For Modification Of Basic Good Forecasts*, by inventors Robert Dvorak and Kevin Katari; Application No. 09/708,944, filed 8 November 2000, entitled *Method And Apparatus For Distribution Of Fashion And Seasonal Goods*, by inventor Robert Dvorak. The seven related applications are hereby incorporated by reference.

On page 1, please replace Paragraph [0002] with the text as shown:

[0002]   This application is further related to Application No. ~~unassigned,~~ 09/905,174, filed ~~the same day as this application,~~ 13 July 2001, entitled ~~A method~~ Method and Apparatus for Handling Disruptive Events and Replacement Items, by inventors Robert Dvorak and Beth Li-Ju Chen, which simultaneously filed application is incorporated herein by reference.

On page 6 and continuing on to page 7, please replace Paragraph [0049] with the text as shown:

Page 2 of 18

Application No. 09/905,255   Atty Docket: BLFR 1007-1

[0049]   Figure 2 shows a typical retailer product hierarchy, to which
merchandise management technologies are applied.   Various retailers practice
aspects of their merchandise management at different levels of their product
hierarchy. The highest level of the hierarchy is the company 201. The ~~coming~~
company 201 ~~may be~~ may be divided into organizations controlled by general
managers 202. These organizations may be separate subsidiaries and may even be
in different lines of business. Within a GMM split 202, multiple divisions 203 may be
organized. A single selling location may be part of a division or may encompass
several divisions. Within a selling location, goods typically are presented in
departments 204. A department organizes goods into categories 205, classes 206
and ~~sub-classes~~ subclasses 207. At the lowest level of the hierarchy, an item 208 is
typically identified by a distinctive SKU. Items in the same subclass may have
different sizes, such as clothing sizes or sizes of packaged goods, each of which is a
separate item with a separate SKU 208.

On page 14, please replace Paragraph [0058] with the text as shown:

[0058]   The markdown engine 322 draws data regarding sales of goods and
forecast sales of goods from the optimizer 321. It also draws data regarding out
dates for sales of goods from the optimizer 321. In saying that these data are drawn
from the optimizer 321, the link between the software modules may be a software
interface, a pipeline, or any temporary or persistent data storage, or the modules
may be ~~conbined.~~ combined. The markdown engine 322 provides data to the
optimizer 321 for modification of selling prices and resulting changes in needs and
sales. Preferably, the markdown engine 322 is used to select, either automatically
or interactively, markdown dates and price points which will maximize some
measure of the retailers' performance, such as revenue, gross profit or the like. The
markdown engine 322 also may supply data to the open-to-buy engine 331 or the
bottom-up planner 341. The input 305 to the markdown manager is minor setup
data, such as identification of the day of the week on which selling locations change
the price of goods. It also can include selection of markdown scenarios.

Page 3 of 18